



Event & Partnership OPPORTUNITIES



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We have been thrilled and honored to partner with AHS over the past several years. We enjoy donating not only funds, but also seeing our employees engage in the cause as well. Getting to know many of the committed employees and volunteers that do the daily work to execute their mission keeps us coming back!"

Tom H. Sween, COO/President, *E.A. Sween Company/Deli Express*

About Animal Humane Society

As the leading animal welfare organization in the Upper Midwest, Animal Humane Society (AHS) is transforming the way shelters care for animals and engage their communities. From innovative medical and behavior programs to investments in outreach and advocacy, we're advancing animal welfare and creating a more humane world for animals everywhere.

Every year, AHS provides direct care and services to help thousands of animals in need across Minnesota.

Through our transport program, we also take in animals from around Minnesota and across the country, saving lives and providing critical support to overcrowded municipal shelters and organizations that lack the resources to care for them.

Our commitment to an open admission policy means we take in every animal surrendered to us, regardless of its health, age, breed, or behavior. We provide extensive medical treatment, surgery, behavior modification, and foster care to ensure every animal — even those with special challenges is given a safe refuge and a chance at adoption.

As a result of these extraordinary efforts, **more than 93 percent of the animals that came through our doors last year were adopted or placed within the community.**

In addition to adoption, AHS offers programs to serve animals and the people who love them, including:

- A free Pet Helpline (952-HELP-PET) that provides community members with resources to help with everything from addressing common behavior problems to finding pet-friendly housing.
- More than 100 family-friendly dog training classes each week, along with playgroups, and one-on-one training sessions.
- Education programs that foster humane values and compassion for animals, including day camps, classroom and reading programs, shelter tours, and more.
- Two convenient Veterinary Centers that offer income-based medical and preventative care, spay/neuter and specialty surgeries, and dental services to the public.
- A Community Outreach program that connects pet owners with free and low-cost resources they need to keep their pets happy and healthy.
- A Humane Investigations team dedicated to seeking justice for animals by responding to reports of animal abuse and neglect and collaborating with local law enforcement to protect animals.
- A Community Cats program focused on reducing euthanasia and providing alternative solutions for feral and free-roaming cats.



The Power of our Reach



MORE THAN

19 million

PAGEVIEWS
LAST YEAR



MORE THAN

160,000

EMAIL
SUBSCRIBERS



MORE THAN

41,000

DONORS
ANNUALLY



MORE THAN

127,600

FACEBOOK
FOLLOWERS



MORE THAN

41,000

INSTAGRAM
FOLLOWERS



MORE THAN

94,000

TIKTOK
FOLLOWERS



MORE THAN

7,700

TWITTER
FOLLOWERS



MORE THAN

21,000

YOUTUBE
SUBSCRIBERS



MORE THAN

1,000

ACTIVE
VOLUNTEERS

MORE
THAN

24,000

PEOPLE ENGAGED WITH AHS THROUGH ADOPTION,
TRAINING AND BEHAVIOR SUPPORT, EDUCATION, AND
VETERINARY CENTER SERVICES WITHIN THE PAST YEAR

Why support Animal Humane Society?

Animal Humane Society is an independent nonprofit organization with no affiliation to any national animal welfare organization or government agency. Our work is funded solely by private donations, special events, adoption and program fees, and merchandise sales in our adoption centers.

AHS is able to provide the highest quality of care and compassion to pets and people in our community through the generous support of donors and partners who are as passionate about animals as we are.

SUPPORTING ANIMAL HUMANE SOCIETY ALSO PROVIDES BENEFITS TO YOUR ORGANIZATION, INCLUDING:

- A connection to the largest animal welfare organization in the Upper Midwest and its broad, passionate support base
- Brand exposure to our key demographics, including women and families
- Employee engagement and team building
- Social responsibility and a way to give back to the community
- Alignment of company values with animal welfare, education, and community support
- Attracting new customers

WAYS TO SUPPORT AHS THROUGH A SPONSORSHIP OR PARTNERSHIP:

- Sponsor Walk, Wine Dinner, or Whisker Whirl – multiple sponsorship levels available
- Secure a space in the Vendor Village at the Walk for Animals
- Provide in-kind donations to offset costs at signature events
- Develop a custom partnership

For more information or to explore opportunities, reach out to partnerships@animalhumanesociety.org





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Thank you so much for having us [at the Walk for Animals]! After getting drenched on the way in, I honestly didn't expect to see anyone so attendance far exceeded our expectations and we even ran out of our giveaways. It was great to not only meet so many community members, but also all the lovely AHS staff and volunteers who came by our table to thank us for coming. It was a great day for us! Thank you!"

Mandy, *The Bitty Kitty Brigade*

Signature Fundraising Events

Wine Dinner

Wine Dinner is a cultivation event, bringing together Animal Humane Society's top donors for an amazing culinary experience and opportunities to give through ticket sales, live auction items, and a fund-a-need. This event grants access to our most charitable group of donors in an intimate setting. Attendees enjoy a multi-course meal with wine pairings specially created by top chefs from around the Twin Cities.

- More than 23 successful years
- More than 200 attendees each year
- Raises more than \$200,000 annually to support the mission of AHS

DEMOGRAPHICS*

- This is an invite-only event for our donors that have a higher net worth and more disposable income than attendees at our Whisker Whirl or Walk for Animals events.
- The primary audience for AHS is women ages 35-60 years old. We see that trend continue at Wine Dinner, with spouses also in attendance.

* Based on 2019 attendees





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Our partnership with AHS continues to be a real privilege. We are incredibly proud of the turnout at Whisker Whirl and the success of the live auction prize we donated – that hasn't even sunk in yet. We admire the compassion, dedication, and positive change AHS is making in the world for animals. It's been our family's lifetime dream to give back to AHS through a sponsorship. Thank you for letting us make that a reality."

Jamie Compton, Owner & Culinary Concierge, *Wandering Kitchen & Barkley's Bistro*

Signature Fundraising Events

Whisker Whirl

AHS supporters and their canine companions experience a night on the town, mingling with other pet lovers while enjoying food, drinks, auctions, and more.

Highlights include guest activities (e.g. photo booth, wine & spirit pull, signature cocktails, and more), and a mission-focused program. Silent and live auctions feature destinations, tasty cuisine, local business products and services, sporting events, and goods and services to spoil your pet.

- More than 15 successful years
- More than 300 people and 100 dogs in attendance each year
- Nearly \$300,000 raised each year to support the mission of AHS

DEMOGRAPHICS*

- Higher disposable income than Walk for Animals attendees.
- The primary audience for AHS is women ages 35-60 years old. We see that trend continue in Whisker Whirl attendees, with spouses also in attendance. The average guest age is 55 years old.
- 34% live in Minneapolis, 4% live in St. Paul, 60% live in the metro area, and 2% live out-of-state. Highest concentration of metro attendees are from Golden Valley, St. Louis Park, Plymouth, and Edina.
- 70% are first-time attendees, 17% have attended Whisker Whirl the last 2-5 years, and 13% have attended for 6-10 years.

* Based on 2022 attendees



Event Promotional Examples

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WHISKER WHIRL

AN EVENING TO BENEFIT



WELCOME





In-shelter poster



In-shelter postcard



Save the date and invitation postcards



Event program



E-mail stationery footer



Social media presence



Event presentation

Signature Fundraising Events



Walk for Animals

The Walk for Animals is a celebratory day featuring a 1-mile walk, live band, vendors, fun activities for all ages, and a festive atmosphere honoring the special bond between humans and their pets.

The Walk is also the largest and most successful fundraising event for AHS with a goal of raising \$1 million for animals in need.

In 2022, the Walk for Animals moved to the MN State Fairgrounds in St. Paul after outgrowing the space at our Golden Valley shelter. This new location provides free parking, a designated and covered space for vendors, and ample room for all types and sizes of animals - from dogs, cats, and bunnies to ferrets, ducks, and miniature ponies!

- Long history — 51 successful years!
- Estimated 5,000-8,000 people and 2,000-3,000 pets (In 2022, 3,000 people and 1,000 pets attended despite poor weather conditions)
- More than 240 corporate and friends/family teams participate
- A dedicated team of more than 130 volunteers and 140 staff make this well-organized event possible
- A Vendor Village featuring 70+ participants - pet vendors, rescue partners, AHS booths, coffee, beer, and food trucks, and more
- A radio station featuring music and giveaways
- Live music featuring local bands, a pet costume contest emceed by celebrity guests, and more

DEMOGRAPHICS*

- Primary audience for AHS is women ages 35-60 years old. We see that trend carry over to this event.
- All ages enjoy participating in the Walk for Animals, especially families with children. The average guest age is 48 years old.
- Walkers averaged 2.3 years of participation.
- The majority of people attending reported living in Minneapolis or St. Paul. Large audience segments also came from surrounding suburbs including Plymouth, Bloomington, Blaine, Maple Grove, and Coon Rapids.

* Based on 2022 attendees

Event Promotional Examples

NOW HOSTED AT THE **MINNESOTA** **STATE FAIRGROUNDS**



ANIMAL HUMANE SOCIETY
Walk FOR
Animals
2022

It's time to come together and change the world for animals. It's time to celebrate second chances. It's time to Walk!

Join us on Saturday, April 30, at the Walk's new home: the Minnesota State Fairgrounds.

REGISTER AND START FUNDRAISING TODAY.

walkforanimalsmn.org



ANIMAL HUMANE SOCIETY
Walk FOR Animals
 APRIL 30 • MN STATE FAIRGROUNDS

EVERY STEP IS A SECOND CHANCE

REGISTER TODAY

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EVERY STEP IS A SECOND CHANCE

DONATE TODAY
walkforanimalsmn.org

NOW HOSTED AT THE
MINNESOTA STATE FAIRGROUNDS

ANIMAL HUMANE SOCIETY
Walk FOR Animals
 2022

It's time to come together and change the world for animals. It's time to celebrate second chances. It's time to Walk!

Join us on Saturday, April 30, at the Walk's new home: the Minnesota State Fairgrounds.

REGISTER AND START FUNDRAISING TODAY.
walkforanimalsmn.org

Posters and signage

ANIMAL HUMANE SOCIETY
Walk FOR Animals
 2022

It's time to come together and change the world for animals. It's time to celebrate second chances. It's time to Walk!

Join us on Saturday, April 30, at the Walk's new home: the Minnesota State Fairgrounds.

REGISTER AND START FUNDRAISING TODAY.
walkforanimalsmn.org

ANIMAL HUMANE SOCIETY
Walk FOR Animals
 2022

YOU PUT THE STAR IN
WALK STAR

The Walk for Animals has a new home!
 Join us on Saturday, April 30, at the Minnesota State Fairgrounds to change animals' lives!

ANIMAL HUMANE SOCIETY
Walk FOR Animals
 2022

Not all heroes wear capes!
 Your early fundraising success means you've earned your Walk T-shirt! We hope you'll wear it proudly on Saturday, April 30, at the Minnesota State Fairgrounds for event day — because making a difference is always in style.

#WalkForAnimals

ANIMAL HUMANE SOCIETY
Walk FOR Animals
 APRIL 30 • MN STATE FAIRGROUNDS

Animal Humane Society's Walk for Animals is back, and it's going to be bigger and better than ever before — because we'll be together again.

Register today at walkforanimalsmn.org

When you raise \$100 by March 31, we'll send you your Walk T-shirt early, so you can arrive at the event in style!

Questions?
walkforanimalsmn.org | 763-432-4841
walk@animalhumane.org

Animal Humane Society
 845 Meadow Ln N
 Golden Valley, MN 55422

TO A VERY SPECIAL WALK STAR

====C:\MS\Sal_Address====
 ==C:\MS\PT_Address====
 ==C:\MS\PT_Address2====
 ==C:\MS\PT_City====,==C:\MS\PT_State====,==C:\MS\PT_ZIP====

Look forward to an email on May 12 so you can claim the rest of the awesome prizes you worked so hard to earn. All cash or check donations must be postmarked by May 6 to count toward your final fundraising total. Good luck! The animals are counting on you!

Prizes are cumulative and include:

\$250 AHS Fanny Pack	\$2,500 OGIO Fleece Hoodie
\$500 Dog or Cat Prize Pack	\$5,000 Caricatures Illustration
\$1,000 Asobu Water Bottle/Dog Bowl	\$10,000 Lora Hotel Pet Package

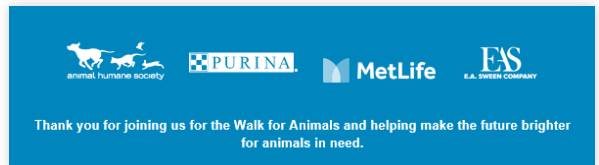
Questions? Email our team at walk@animalhumane.org.

Registration postcard

Prize insert



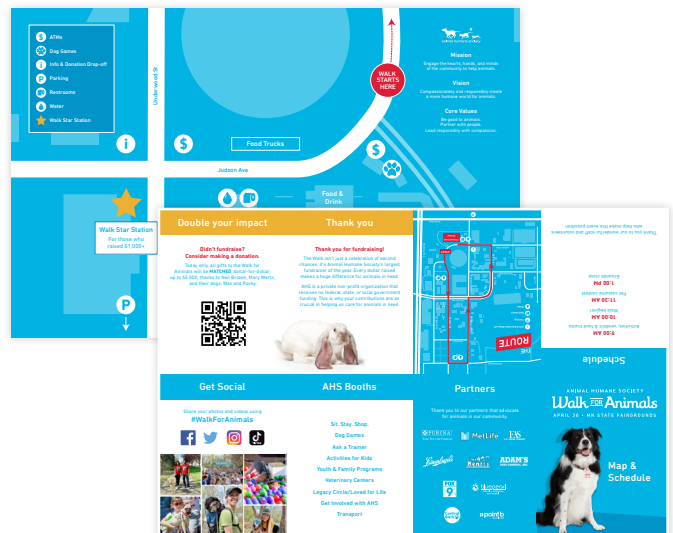
Social media presence



E-mail stationery footer



Fundraising toolkit



Event map



2022 Supporters

